

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Budget Estimates 2008-2009 - Prohibition & Excise - Grant No.VI  
Excise Administration - "260-Advertisements, Sales and Publicity  
campaign on harmful effects of consumption of alcohol and abuse of  
drugs " - Administrative Sanction - Orders - Issued.

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**REVENUE(Ex.II)DEPARTMENT**

G.O.Rt.No.

Dated: -9-2008

Read the following

1. G.O.Rt.No.1467, Rev (Ex.II) Department, dated: 16.7.2008.
1. From the CPE., Hyderabad, Letter  
Cr.No.16931/2005/CPE/C6,  
Dated:7-8-2008.

**ORDER:**

In the circumstances reported by the Commissioner of Prohibition and Excise, Hyderabad in the reference 2<sup>nd</sup> read above, Government after careful consideration of the matter, hereby accord Administrative sanction to the Commissioner of Prohibition and Excise, Hyderabad for an amount of Rs. 2.50 crores- (Rupees Two crores and fifty lakhs only) towards the Ist quarter amount from the Budget allocation made for the year 2008-2009 under the head of account "2039 State Excise, M.H. 800 - Other expenditure S.H. (07) Campaign on Adverse effect of Consumption of Alcohol - 260 - Advertisements, Sales and Publicity Expenses" for the following items.

<b>Sl.N o.</b>	<b>Item</b>	<b>Amount in Rs.</b>
1.	Short films and T.V. Visuals	50,00,000/-
2.	Publicity campaign through APSRTC Buses	1,00,00,000 /-
3.	Allotment to Districts @Rs.2.00 lakhs for each District Collector	46,00,000/-
4.	Mobile Publicity Van	25,00,000/-
5.	TA and DA for Claims of Chairman and members of MVPC and Office establishment and hire charges (Rs. 4.00 lakhs advanced by APBCL to incur the expr. From April to July 2008 is to be reimbursable through PAO)	9,00,000/-
6.	Printing of Publicity material	15,00,000/-
7.	Miscellaneous Expenditure	5,00,000/-

The Commissioner of Prohibition and Excise, Hyderabad shall take necessary action accordingly.

To

The Commissioner of Prohibition and Excise, A.P., Hyderabad

The Director of Treasures and Accounts, Hyderabad

The Accountant General, A.P., Hyderabad.

The Pay and Accounts Officer, A.P., Hyderabad

Copy to the Finance (Rev.Expd) Department

Copy to the Chairman, Madhya Vimochana Prachara Committee 0/0  
the CPE., Hyd.

SF/SCs.